

Attention Management

Sample



Corporate Training Materials

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Preface

What is Courseware?



Welcome to Corporate Training Materials, a completely new training experience!

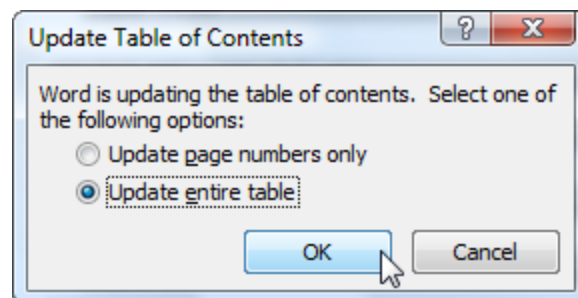
Our courseware packages offer you top-quality training materials that are customizable, user-friendly, educational, and fun. We provide your materials, materials for the student, PowerPoint slides, and a take-home reference sheet for the student. You simply need to prepare and train!

Best of all, our courseware packages are created in Microsoft Office and can be opened using any version of Word and PowerPoint. (Most other word processing and presentation programs support these formats, too.) This means that you can customize the content, add your logo, change the color scheme, and easily print and e-mail training materials.

How Do I Customize My Course?

Customizing your course is easy. To edit text, just click and type as you would with any document. This is particularly convenient if you want to add customized statistics for your region, special examples for your participants' industry, or additional information. You can, of course, also use all of your word processor's other features, including text formatting and editing tools (such as cutting and pasting).

To remove modules, simply select the text and press Delete on your keyboard. Then, navigate to the Table of Contents, right-click, and click Update Field. You may see a dialog box; if so, click "Update entire table" and press OK.

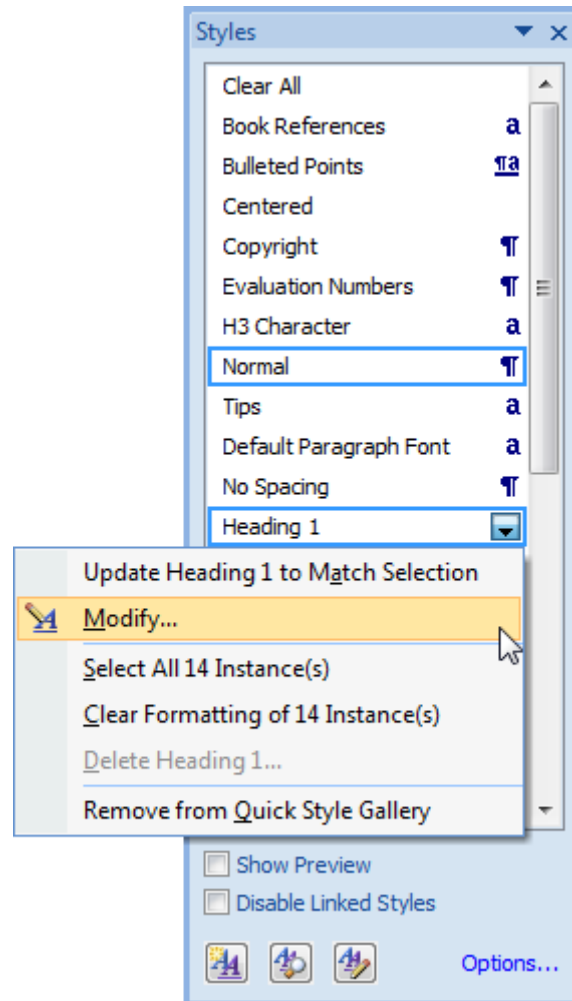


(You will also want to perform this step if you add modules or move them around.)

If you want to change the way text looks, you can format any piece of text any way you want. However, to make it easy, we have used styles so that you can update all the text at once.

If you are using Word 97 to 2003, start by clicking the Format menu followed by Styles and Formatting. In Word 2007 and 2010 under the Home tab, right-click on your chosen style and click Modify. That will then produce the Modify Style options window where you can set your preferred style options.

For example, if we wanted to change our Heading 1 style, used for Module Titles, this is what we would do:



Now, we can change our formatting and it will apply to all the headings in the document.

For more information on making Word work for you, please refer to [Word 2007 or 2010 Essentials](#) by Corporate Training Materials.

Materials Required

All of our courses use flip chart paper and markers extensively. (If you prefer, you can use a whiteboard or chalkboard instead.)

We recommend that each participant have a copy of the Training Manual, and that you review each module before training to ensure you have any special materials required. Worksheets and handouts are included within a separate activities folder and can be reproduced and used where indicated. If you would like to save paper, these worksheets are easily transferrable to a flip chart paper format, instead of having individual worksheets.

We recommend these additional materials for all workshops:

- Laptop with projector, for PowerPoint slides
- Quick Reference Sheets for students to take home
- Timer or watch (separate from your laptop)
- Masking tape
- Blank paper

Maximizing Your Training Power

We have just one more thing for you before you get started. Our company is built for trainers, by trainers, so we thought we would share some of our tips with you, to help you create an engaging, unforgettable experience for your participants.

- **Make it customized.** By tailoring each course to your participants, you will find that your results will increase a thousand-fold.
 - Use examples, case studies, and stories that are relevant to the group.
 - Identify whether your participants are strangers or whether they work together. Tailor your approach appropriately.
 - Different people learn in different ways, so use different types of activities to balance it all out. (For example, some people learn by reading, while others learn by talking about it, while still others need a hands-on approach. For more information, we suggest Experiential Learning by David Kolb.)
- **Make it fun and interactive.** Most people do not enjoy sitting and listening to someone else talk for hours at a time. Make use of the tips in this book and your own experience to keep your participants engaged. Mix up the activities to include individual work, small group work, large group discussions, and mini-lectures.
- **Make it relevant.** Participants are much more receptive to learning if they understand why they are learning it and how they can apply it in their daily lives. Most importantly, they want to know how it will benefit them and make their lives easier. Take every opportunity to tie what you are teaching back to real life.
- **Keep an open mind.** Many trainers find that they learn something each time they teach a workshop. If you go into a training session with that attitude, you will find that there can be an amazing two-way flow of information between the trainer and trainees. Enjoy it, learn from it, and make the most of it in your workshops.

And now, time for the training!

Icebreakers

Each course is provided with a wide range of interactive Icebreakers. The trainer can utilize an Icebreaker to help facilitate the beginning of the course, as it helps “break the ice” with the participants. If the participants are new to each other, an icebreaker is a great way to introduce everyone to each other. If the participants all know each other it can still help loosen up the room and begin the training session on positive note. Below you will see one of the icebreakers that can be utilized from the Icebreakers folder.

Icebreaker: Friends Indeed

Purpose

Have the participants moving around and help to make introductions to each other.

Materials Required

- Name card for each person
- Markers

Preparation

Have participants fill out their name card. Then, ask participants to stand in a circle, shoulder to shoulder. They should place their name card at their feet. Then they can take a step back. You as the facilitator should take the place in the center of the circle.

Activity

Explain that there is one less place than people in the group, as you are in the middle and will be participating. You will call out a statement that applies to you, and anyone to whom that statement applies must find another place in the circle.

Examples:

- Friends who have cats at home
- Friends who are wearing blue
- Friends who don't like ice cream

The odd person out must stand in the center and make a statement.

The rules:

- You cannot move immediately to your left or right, or back to your place.
- Let's be adults: no kicking, punching, body-checking, etc.

Play a few rounds until everyone has had a chance to move around.

Training Manual Sample

On the following pages is a sample module from our Training Manual. Each of our courses contains twelve modules with three to five lessons per module. It is in the same format and contains the same material as the Instructor Guide, which is then shown after the Training Manual sample, but does not contain the Lesson Plans box which assists the trainer during facilitation.

The Training Manual can be easily updated, edited, or customized to add your business name and company logo or that of your clients. It provides each participant with a copy of the material where they can follow along with the instructor.

The true art of memory is the art of attention.

Samuel Johnson

Sample Module: Types of Attention



There are different types of attention that we all use to function in everyday life. Different types of attention are required for different situations. When attempting to manage attention, whether personal or organizational, it is essential to understand the different types of attention and how each type functions.

Focused Attention



Focused attention is what most people would define as paying attention. This is the type of attention that concentrates on a single task and excludes everything else. This can be done while studying or working on a project. Focused attention is difficult to maintain because it is not a natural human state, and it operates on a physiological level. Constant focused attention actually makes people tired.

Sustained Attention



Sustained attention is the type of attention that people use to focus on a particular task that takes time. It is also called the attention span. For example, reading a book requires sustained attention. The brain uses sustained attention to process information and adapt to different situations. Problems with sustained attention occur when there are distractions that keep someone from completing the task at hand. Most people need to refocus and return to the task after 20 minutes. There are three stages of sustained attention.

Three Stages:

1. Grab attention
2. Keep attention
3. End attention

In order to sustain attention, it is important to remove distractions and occasionally refocus.

Selective Attention



Selective attention is what people use when they pay attention to a single stimulus in a complex setting. Having a conversation in a crowded restaurant is an example of selective attention. It is not possible to pay attention to every stimulus that surrounds us. The ability to filter out background noise and focus on one object or message is essential when we are consistently bombarded with information. The drawback to selective attention occurs when people disregard what is happening around them.

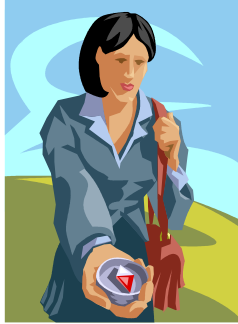
Selective attention can be manipulated. Marketing experts, for example, attempt to link their advertising messages to their customers' interests. They do this with the hope of grabbing the selective attention of people.

Alternating Attention



Occasionally people need to perform two tasks that require different cognitive abilities at the same time. These situations require alternating attention. An example of this would be taking notes during a lecture. In order to use alternating attention, the mind needs to be flexible and move between one task and another seamlessly. Alternating attention means that the work on each task is quick and accurate as the brain transitions.

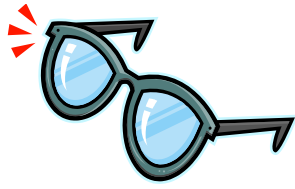
Attention CEO



CEOs guide the direction of their companies. The attention of a CEO will determine the attention management of an organization. CEOs must focus the attention of their employees in ways to drive business and move the company in the right direction. Modern CEOs are faced with the dilemma of attracting and keeping employee attention. Understanding the different types of attention and implementing attention management techniques will allow CEOs to motivate employees towards greater success. In order to accomplish this, CEOs must focus their expectations of internal and external attention.

- **Internal attention:** Paying attention to internal procedures.
- **External attention:** Focusing on objects outside the organization.

Attentional Blink



Attentional blink was first defined in the 1990s. Vision is a key part of attention. Rapid, serial visual presentations show that when people focus on two targets in succession in a visual series, they are likely to miss the second target. This occurs when the second target appears 200 to 500 milliseconds after the first target. Research shows that strong emotions related to the targets make them easier to locate. Meditation is also shown to reduce the errors associated with attentional blink.

Instructor Guide Sample

On the following pages is a sample module from our Instructor Guide. It provides the instructor with a copy of the material and a Lesson Plans box. Each Instructor Guide and Training Manual mirrors each other in terms of the content. They differ in that the Instructor Guide is customized towards the trainer, and Training Manual is customized for the participant.

The key benefit for the trainer is the Lesson Plan box. It provides a standardized set of tools to assist the instructor train that particular lesson. The Lesson Plan box gives an estimated time to complete the lesson, any materials that are needed for the lesson, recommended activities, and additional points to assist in delivering the lessons such as Stories to Share and Delivery Tips.

The true art of memory is the art of attention.

Samuel Johnson

Sample Module: Types of Attention



There are different types of attention that we all use to function in everyday life. Different types of attention are required for different situations. When attempting to manage attention, whether personal or organizational, it is essential to understand the different types of attention and how each type functions.

Focused Attention

| | |
|-----------------------------|---|
| Topic Objective | Define focused attention. |
| Topic Summary | Focused Attention Understand focused attention and its limitations. |
| Materials Required | Worksheet Two: Focused Attention |
| Planning Checklist | None |
| Recommended Activity | Complete the worksheet alone before discussing it with the large group. |
| Stories to Share | Remind participants of their school days. How long was it possible to study intently? Even the best students have limitations to their focus and need to unwind. While focused attention feels like the most productive type of attention, trying to sustain it leads to burn out and exhaustion. |
| Delivery Tips | The participants can work on the exercise together. |
| Review Questions | Does focused attention come naturally? |



Focused attention is what most people would define as paying attention. This is the type of attention that concentrates on a single task and excludes everything else. This can be done while studying or working on a project. Focused attention is difficult to maintain because it is not a natural human state, and it operates on a physiological level. Constant focused attention actually makes people tired.

Sustained Attention

| | |
|-----------------------------|---|
| Estimated Time | 10 minutes |
| Topic Objective | Define sustained attention and its stages. |
| Topic Summary | Sustained Attention Use the exercise to understand sustained attention. |
| Materials Required | Worksheet Three: Sustained Attention |
| Planning Checklist | None |
| Recommended Activity | Complete the worksheet individually and discuss your answers with the class. |
| Stories to Share | Remind students that a person's attention span is roughly 20 minutes, and refocusing is important in order to prevent mistakes. Share a personal or humorous story about a task that would have gone smoother if you had taken time to regroup. |
| Delivery Tips | Work on the exercise as a large group to save time. |
| Review Questions | What inhibits sustained attention? |



Sustained attention is the type of attention that people use to focus on a particular task that takes time. It is also called the attention span. For example, reading a book requires sustained attention. The brain uses sustained attention to process information and adapt to different situations. Problems with sustained attention occur when there are distractions that keep someone from completing the task at hand. Most people need to refocus and return to the task after 20 minutes. There are three stages of sustained attention.

Three Stages:

4. Grab attention
5. Keep attention
6. End attention

In order to sustain attention, it is important to remove distractions and occasionally refocus.

Selective Attention

| | |
|-----------------------------|---|
| Estimated Time | 10 minutes |
| Topic Objective | Understand the definition of selective attention. |
| Topic Summary | Selective Attention Realize how and when we use selective attention. |
| Materials Required | Worksheet Four: Selective Attention |
| Planning Checklist | None |
| Recommended Activity | Complete the exercise individually. Discuss the exercise as a group. |
| Stories to Share | Remind students that selective attention does have a disadvantage. Use one or both of the videos in the article below to illustrate selective attention. http://www.indyposted.com/32613/invisible-gorilla-test |
| Delivery Tips | Skip either the small or large group discussion if time is running short. |
| Review Questions | What is an example of selective attention? |



Selective attention is what people use when they pay attention to a single stimulus in a complex setting. Having a conversation in a crowded restaurant is an example of selective attention. It is not possible to pay attention to every stimulus that surrounds us. The ability to filter out background noise and focus on one object or message is essential when we are consistently bombarded with information. The drawback to selective attention occurs when people disregard what is happening around them.

Selective attention can be manipulated. Marketing experts, for example, attempt to link their advertising messages to their customers' interests. They do this with the hope of grabbing the selective attention of people.

Alternating Attention

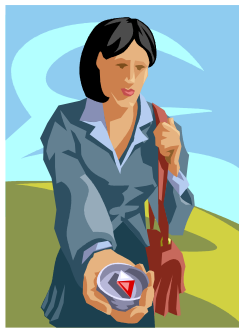
| | |
|-----------------------------|---|
| Estimated Time | 10 minutes |
| Topic Objective | Explain alternating attention. |
| Topic Summary | Alternating Attention Compare alternating attention with other types of attention. |
| Materials Required | Worksheet Five: Types of Attention |
| Planning Checklist | None |
| Recommended Activity | Complete the worksheet alone. Review your answers with the class. |
| Stories to Share | Explain the importance of being able to use alternate attention. Using the link below, share some of the exercises that help improve this type of attention. http://www.angiomaalliance.org/pages.aspx?content=83 |
| Delivery Tips | If you need more time, go around the room and ask for volunteers to answer the questions. |
| Review Questions | What is an example of alternating attention? |



Occasionally people need to perform two tasks that require different cognitive abilities at the same time. These situations require alternating attention. An example of this would be taking notes during a lecture. In order to use alternating attention, the mind needs to be flexible and move between one task and another seamlessly. Alternating attention means that the work on each task is quick and accurate as the brain transitions.

Attention CEO

| | |
|-----------------------------|--|
| Estimated Time | 10 minutes |
| Topic Objective | Explain Attention CEO |
| Topic Summary | Attention CEO The exercise shows the importance of CEOs with regard to attention management. |
| Materials Required | Worksheet Six: CEOs |
| Planning Checklist | None |
| Recommended Activity | Complete the worksheet and discuss your answers with the class. |
| Stories to Share | Point out that CEOs set the tone for attention management. If a company is not worth the CEO's attention, why will employees give it theirs? Use the example below or another one to make your point. http://www.engadget.com/2010/02/04/tesla-motors-ceo-does-not-devote-his-full-time-and-attention-to-tesla/ |
| Delivery Tips | Skip the group discussion if you need to save time. |
| Review Questions | Where do CEOs need to focus their attention? |

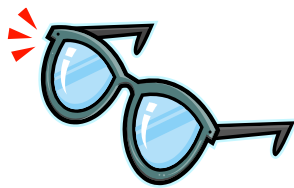


CEOs guide the direction of their companies. The attention of a CEO will determine the attention management of an organization. CEOs must focus the attention of their employees in ways to drive business and move the company in the right direction. Modern CEOs are faced with the dilemma of attracting and keeping employee attention. Understanding the different types of attention and implementing attention management techniques will allow CEOs to motivate employees towards greater success. In order to accomplish this, CEOs must focus their expectations of internal and external attention.

- **Internal attention:** Paying attention to internal procedures.
- **External attention:** Focusing on objects outside the organization.

Attentional Blink

| | |
|-----------------------------|--|
| Estimated Time | 10 minutes |
| Topic Objective | Explain Attentional Blink. |
| Topic Summary | Attentional Blink Share how visual perception and attention are related. |
| Materials Required | Computer |
| Planning Checklist | Find examples of different optical illusions and create a PowerPoint slide to show them. |
| Recommended Activity | Just like selective attention, attentional blink problems are related to visual stimuli and attention. Show the slide of optical illusions to illustrate that we cannot always rely on sight to provide us with the most accurate information. |
| Stories to Share | Use the attentional blink example from the link below to illustrate the concept. http://www.youtube.com/watch?v=MH6ZSfhdluM |
| Delivery Tips | Search for optical illusions online. Here is a link to get started. http://www.eyetricks.com/illusions.htm |
| Review Questions | What is attentional blink? |



Attentional blink was first defined in the 1990s. Vision is a key part of attention. Rapid, serial visual presentations show that when people focus on two targets in succession in a visual series, they are likely to miss the second target. This occurs when the second target appears 200 to 500 milliseconds after the first target. Research shows that strong emotions related to the targets make them easier to locate. Meditation is also shown to reduce the errors associated with attentional blink.

Activities

During the facilitation of a lesson Worksheet or Handout may be utilized to help present the material. If a lesson calls for a Worksheet or Handout it will be listed in the Lesson Plan box under Materials Required. The trainer can then utilize the Activities folder for the corresponding material and then provide it to the participants. They are all on separate Word documents, and are easily edited and customized.

Below you will see the Worksheets or Handouts that are utilized during the training of the above lesson. They are located in the Activities folder and can be easily printed and edited for the participants.

Sample Worksheet: Focused Attention

Consider the following tasks. Which ones do you feel require focused attention? Remember that focused attention is physically draining.

1. Talking with a friend: _____
2. Researching a client: _____
3. Checking email: _____
4. A weekly meeting: _____
5. Preparing employee reviews: _____

Sample Worksheet: Sustained Attention

Circle the strategies that will enable sustained attention.

Eat before a project.

Turn off the cell phone.

Turn on music.

Have the television on.

Work with a partner.

Work alone.

Choose a lively work area.

Take occasional breaks.

Keep working when tired.

Sample Worksheet: Selective Attention

List different ways that advertisers try to manipulate our selective attention; and how effective do you think these techniques are?

1. _____

2. _____

3. _____

4. _____

5. _____

Sample Worksheet: Types of Attention

Determine which type of attention is being used in the following scenarios.

1. Checking email at a party. _____
2. Having a meeting with a client. _____
3. Watching a training video. _____
4. Finding a file while on the phone. _____
5. Creating a transcript of a recording. _____

Sample Worksheet: CEO's

CEO's need to give appropriate attention to internal and external factors. On the lines provided, give examples of both.

Internal

1. _____
2. _____
3. _____
4. _____
5. _____

External

1. _____
2. _____
3. _____
4. _____
5. _____

Quick Reference Sheets

Below is an example of our Quick reference Sheets. They are used to provide the participants with a quick way to reference the material after the course has been completed. They can be customized by the trainer to provide the material deemed the most important. They are a way the participants can look back and reference the material at a later date.

They are also very useful as a take-away from the workshop when branded. When a participant leaves with a Quick Reference Sheet it provides a great way to promote future business.

Attention Management

Wasteful Zone

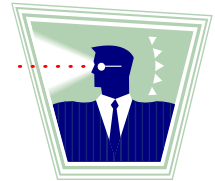
The wasteful zone is exactly what it sounds like, the zone where people waste time. Activities that waste time include checking personal email, looking at social media sites, online videos, and other activities that are not productive.



- **Schedule personal time:** Take the time to relax, meditate, eat, and socialize. It is not possible to continually focus on a single task, so schedule breaks and take them. It will increase productivity and prevent the need for mind numbing activities.
- **Limit temptation:** Internet junkies should turn off their connection when they do not need the Internet, if possible. Turn off mobile devices when working, and indulge pastimes only when appropriate. Remind yourself that the wasteful zone keeps you out of the proactive zone and away from your goals

Visualization

Visualization is a habit of creating a mental picture of a goal and believing that it will happen. Successful people in every field use visualization techniques. The process of visualization may seem odd, but visualizing a goal allows the mind to accept it as a concrete possibility rather than a vague wish.



Steps:

- **Choose a goal:** Visualization needs to be specific. Pick an individual goal to visualize. It is easier to start small.
- **Relax:** Find a time and place to relax and focus on visualization techniques.
- **Visualize:** Picture the goal in detail, visualize it happening in the present. For example, many athletes visualize their performance before a game or competition.
- **Accept:** Believe that the goal will come true. Affirmations are useful tools to bring acceptance.

The Five Minute Rule



Schedules help people focus and manage their time better when they are done correctly. A common mistake that people make with schedules is making them too strict. It is not possible to plan the day down to the minute. When creating a schedule, follow the five minute rule. The five minute rule is simple: allow at least five minutes between tasks. A slight buffer will provide time to complete one task before transitioning to another.

Certificate of Completion

Every course comes with a Certificate of Completion where the participants can be recognized for completing the course. It provides a record of their attendance and to be recognized for their participation in the workshop.

CERTIFICATE OF COMPLETION

[Name]

Has mastered the course

Attention Management

Awarded this _____ day of _____, 20____

Presenter Name and Title

PowerPoint Sample

Below you will find the PowerPoint sample. The slides are based on and created from the Training Manual. PowerPoint slides are a great tool to use during the facilitation of the material; they help to focus on the important points of information presented during the training.

Sample Module: Types of Attention

There are different types of attention that we all use to function in everyday life. Different types of attention are required for different situations.

The true art of memory is the art of attention.

Samuel Johnson



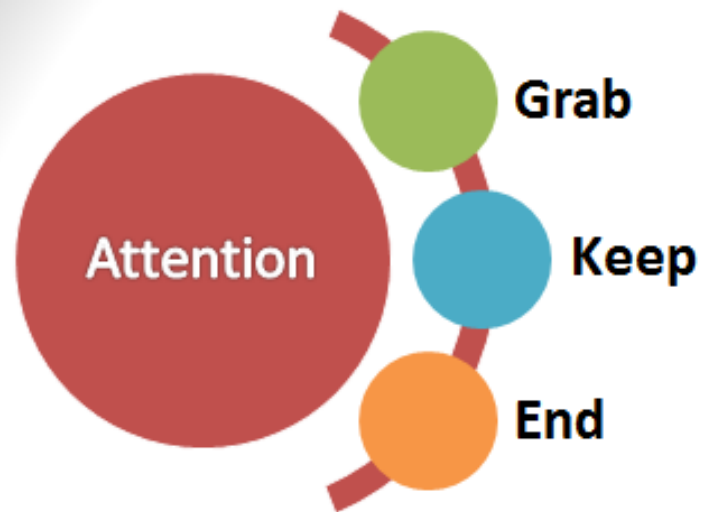
Focused Attention

Single task

Studying

Difficult to maintain

Sustained Attention



Selective Attention

**Single
stimulus**



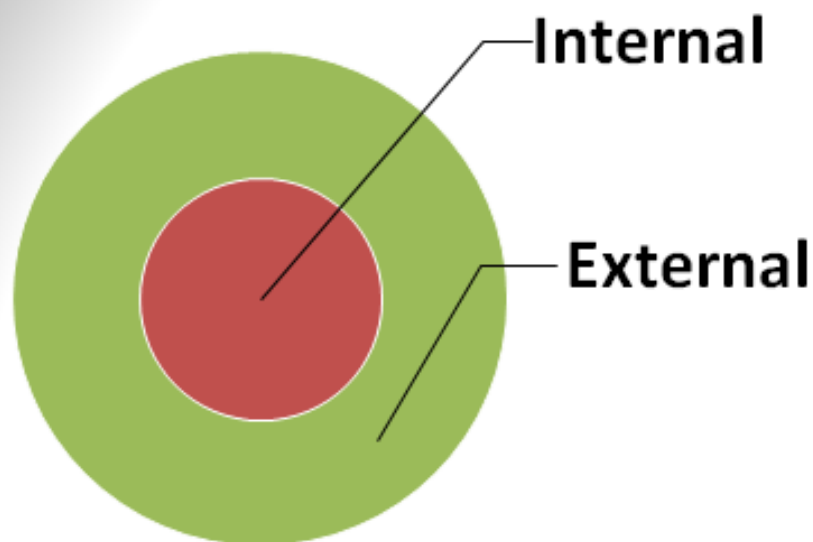
Alternating Attention

Taking notes during a lecture

Mind needs to be flexible

Move between tasks

Attention CEO



Attentional Blink

Focus on two targets



```
graph TD; A[Focus on two targets] --> B[In rapid succession]; B --> C[Likely to miss the second target]
```

The diagram is a vertical flowchart with three colored rectangular boxes. The top box is red and contains the text 'Focus on two targets'. A light red arrow points down from the bottom right of this box to the top right of the middle box. The middle box is tan and contains the text 'In rapid succession'. A light green arrow points down from the bottom right of this box to the top right of the bottom box. The bottom box is green and contains the text 'Likely to miss the second target'.

In rapid succession

Likely to miss the second target

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